

As a valued M-PACT exhibitor and/or sponsor, you have exclusive access to handy marketing tools designed to help you make the most of your tradeshow investment. Use the recognizable M-PACT logo in your print and digital promotions to generate buzz about your company and to draw traffic to your booth. Please refer to the guidelines described below, in the official M-PACT 2025 Style Guide. This quick-reference tool ensures accuracy and consistency with the recognized M-PACT brand identity when promoting your company's involvement in the Midwest's premier fuel and convenience event of the year.

Questions or comments?
Contact marketing@m-pact.org for assistance.

M-PACT LOGO



TYPOGRAPHY

HEADLINE: ZT MOSTION (UPPERCASE)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ALTERNATIVE HEADLINE: LATO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY: LATO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (.,:;!£\$&@*)
0123456789

**VISIT
M-PACT.ORG**

to download the official marketing toolkit for M-PACT2025.





M-PACT
112 West Cook Street • Springfield, IL • 62704
Email: marketing@m-pact.org

M-PACT25

APRIL 1 - 3, 2025 • INDIANAPOLIS

BRAND STYLE GUIDE

COLOR PALETTE

			
100 58 0 21	0 38 100 0	50 42 42 5	84 44 4 0
0, 85, 150	251, 169, 25	134, 134, 134	23, 125, 187
#00437B	#FBA919	#868686	#177DBB

VERBIAGE

The official text for use by exhibitors in print and digital promotional materials is:

"VISIT US AT BOOTH #XXXX"

SOCIAL MEDIA

LINKEDIN: m-pact
FACEBOOK: TheMPACTShow
X: MPACTTradeshow
INSTAGRAM: mpactshow

The official M-PACT 2025 hashtags - used before, during and after the show on Twitter, Facebook, Instagram and LinkedIn - are:

#MPACTSHOW #MPACT2025

STYLE TEMPLATES

